

Data Sets



# 401 • E AND F

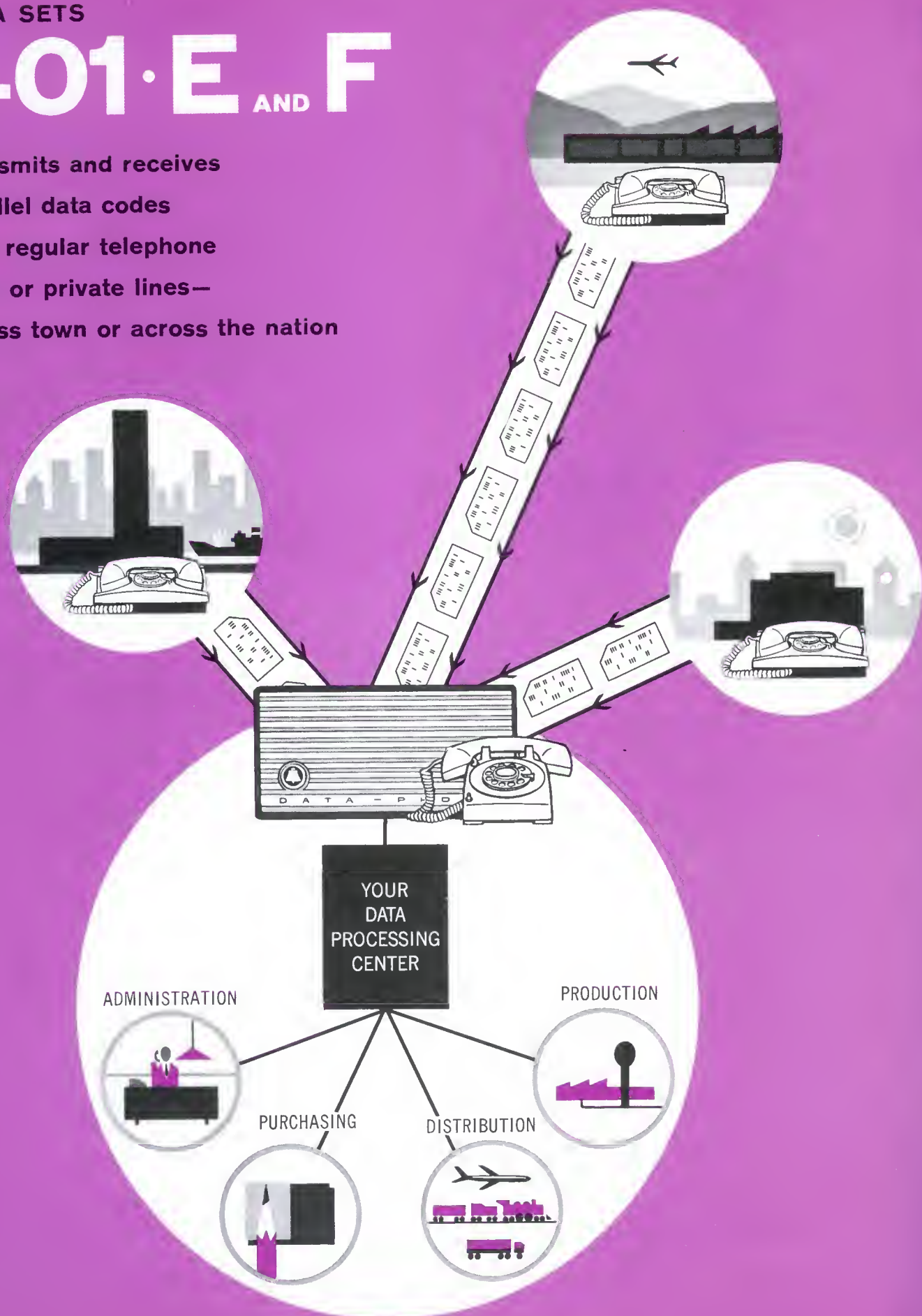


makes one-way data gathering applications  
as easy as regular telephone calls

DATA SETS

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Transmits and receives  
parallel data codes  
over regular telephone  
lines or private lines—  
across town or across the nation



## MEETS YOUR NEEDS FOR FLEXIBLE DATA COMMUNICATIONS

- ☐ Offers one-way communications of alphanumeric data to a centralized data processing location.
- ☐ Transmits and receives parallel data codes at speeds compatible with your business machines—
  - up to 20 characters per second
- ☐ Accepts parallel data signals from alphanumeric punched card readers or numerical keyboards at sending station.
- ☐ Converts data signals to appropriate tones for transmission over telephone lines.
- ☐ Converts tones to data signals for use by business machine at receiving station.
- ☐ Provides DATA-PHONE Service on regular telephone lines for local or long distance data communications at normal telephone rates—
  - provides two-way voice communications with called data station
  - switches to one-way data communications at the touch of a button
- requires minimum training to operate
- assures complete and accurate control with audible signaling arrangements
- ☐ Operates in the same manner on Private Line service or WATS service at a fixed monthly charge.
- ☐ Offers automatic answering and appropriate terminating controls for unattended receiving station—
  - automatic answer-back signal alerts calling station that receiving machine is connected and can accept the data transmission
  - business machine can automatically disconnect receiving station
- ☐ Provides supervisory answer-back signals that may be used to indicate—
  - business machine is, or is not, prepared to accept data
  - data has, or has not, been received correctly
  - receiving attendant wants to talk with transmitting attendant

## GIVES YOUR BUSINESS THESE PROFIT-BUILDING ADVANTAGES

- ☐ Affords rapid, direct, low-cost data communications between separate business locations.
- ☐ Makes possible centralized data processing operations—
  - reduces the need for separate data processing equipment
  - increases the efficiency of existing business machine operations
  - aids in mechanizing clerical workload and reducing human errors
- ☐ Offers an economical means to expand data communications—
  - production plants with company headquarters
  - warehouse with distribution outlets
  - regional sales offices with headquarters
  - purchasing with production
- ☐ Improves business efficiency by collecting current facts and figures that affect the operations of your administrative, purchasing, marketing, sales and distribution functions—
  - adjust production schedules quickly to meet changing market conditions
  - coordinate factory production to inventories
  - avoid out-of-stock situations
  - get up-to-the-minute sales figures and market information
  - gather operating data quickly when it is needed
  - analyze data quickly for timely management decisions
  - speed order processing
  - meet competition more effectively
- ☐ Minimizes total communications cost by using existing communications facilities for data transmission—
  - transmit and receive data communications on an alternate basis with other services
  - utilize existing facilities to full capacity—WATS, Tie Lines, Private Lines, etc.



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Here's how it will work for you...

across town  
across the nation

LOCATION	TYPE OF BUSINESS MACHINE	TELEPHONE COMPANY EQUIPMENT & CHANNELS	MONTHLY CHARGE
TOTAL TELEPHONE COMPANY CHARGES			



BELL TELEPHONE SYSTEM